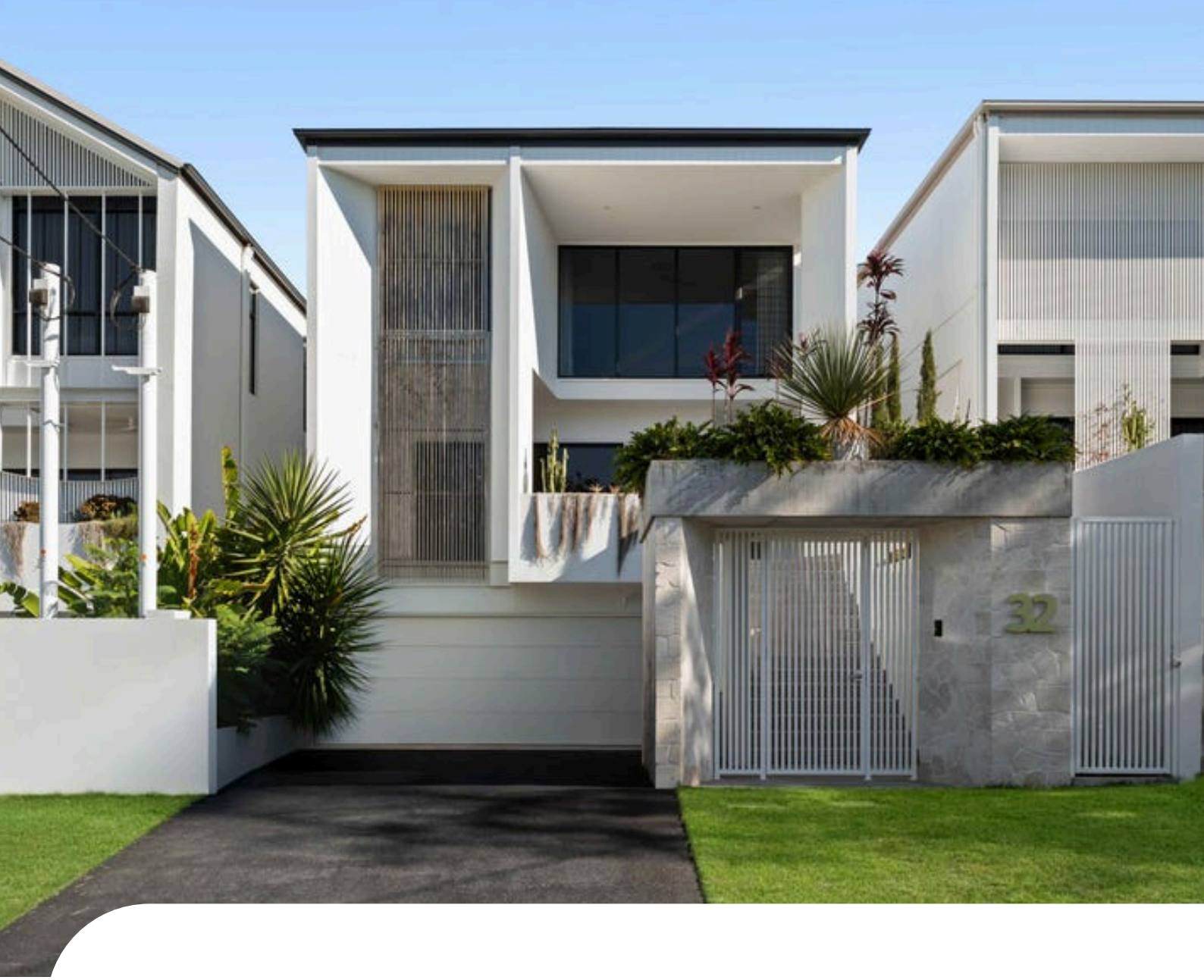


Campaign Review

LISTING UPDATE · 20 DAYS ON MARKET

27 Riverbend Terrace, Bulimba

4 bed · 3 bath · 2 car · pool · 405sqm · built 2014

CURRENT GUIDE	WHERE THE MARKET IS TRADING
$2.95m	**$2.58m – $2.79m**

dwellicious.

Prepared by Dwellicious

28 October 2026

Day 20: your guide sits $0.16m above the market

LISTED

8 October 2026

DAYS ON MARKET

20 days · median 27

CURRENT GUIDE

Offers over $2.95m

METHOD

Private treaty

COMPARABLE SALES RANGE

$2.58m – $2.79m

GAP TO THE MARKET

+6% above the range

Buyer activity so far (sample figures)

Portal views	**4,812**
Enquiries	**23**
Inspections / groups through	**14 groups**
Second inspections	**3**
Offers received	**1 ($2.62m)**
Buyer price feedback	**$2.55m to $2.70m**

Most buyer interest arrives in the first two to three weeks. Portal searches filter by price, so a guide above $2.75m hides your home from buyers whose search tops out there. Most buyers for a 4-bed home in this pocket are working in the $2.5m to $2.8m bracket.

The market has shifted

DAYS ON MARKET

Recent sales (27 over the year)	**50 days**

HOMES FOR SALE

Houses listed now (4 over 60 days)	**17**

4-BED GROWTH

12 months (all houses +8.9%)	**+2.3%**

AUCTION CLEARANCE

Bulimba houses, 12 months	**51%**

What it means for your campaign

Bulimba houses are taking longer to sell. Recent sales needed a median of 50 days, against 27 days across the past year.

There are 17 houses for sale, and 9 came on in the last 30 days, so buyers see fresh choice every week. Four have been listed for more than 60 days.

Four-bedroom houses grew just 2.3% over 12 months, well behind the suburb's +8.9%, which larger homes drove.

Pricing to today's market, rather than to last year's, is what gets a home sold.

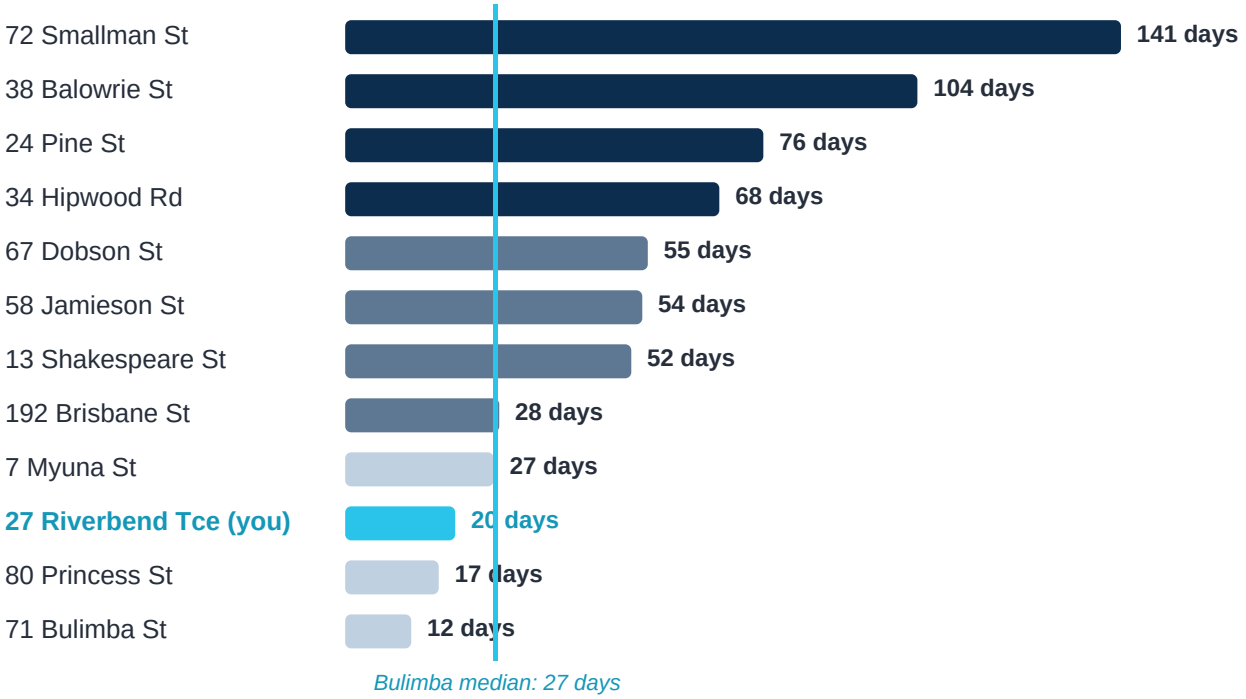
Also in the data

7	9 of 17	$2.20m
Sales since August	New in 30 days	House median

Source: Stash Property (stashproperty.com.au), Bulimba house sales and listings, as at 28 Oct 2026.

Your competition

11 competing 4–5 bed homes within 1.5km. Six have passed an offers deadline or auction without selling.



Campaign history

Address	Bd/Ba	Land	Days	Campaign so far	Guide now
72 Smallman St	5/2	556	**141**	Offers closing 29 Jun, unsold	**For sale**
38 Balowrie St	4/3	405	**104**	Auction, then $2.60m+	**$2.58m**
24 Pine St	4/3	560	**76**	Auction; offers over $2.60m	**Auction**
34 Hipwood Rd	4/2	433	**68**	By negotiation, now priced	**From $2.90m**
67 Dobson St	4/3	405	**55**	Was offers over $2.90m	**$2.60m**
58 Jamieson St	5/3	311	**54**	Offers by 5 Oct, unsold	**For sale**
13 Shakespeare St	5/4	587	**52**	Offers by 30 Sep, unsold	**From $2.99m**
192 Brisbane St	5/4	804	**28**	Offers closing 24 Oct, unsold	**For sale**
7 Myuna St	4/2	403	**27**	Offers by 19 Oct, unsold	**Over $2.69m**
80 Princess St	5/3	350	**17**	Offers by 4 Nov	**Deadline**
71 Bulimba St	5/3	405	**12**	Offers by 12 Nov	**Deadline**

All Bulimba except Balowrie St and Hipwood Rd (Hamilton), Dobson St (Ascot) and Myuna St (Balmoral). Days on market as at 28 Oct 2026.

Several larger Bulimba homes (5 bed, up to 804sqm) are asking the same money as you. With them at the same price, buyers will choose the bigger home.

Homes buyers are comparing

These 4-bed homes are on the market at the same time as yours. Below them, three nearby homes that sold quickly because they launched at the market price.

STILL ON THE MARKET · 4-BED HOMES NEARBY



7 Myuna St, Balmoral

4 bed · 2 bath · 403sqm · built 2012

27 days · deadline passed · now over $2.69m



67 Dobson St, Ascot

4 bed · 3 bath · 405sqm

55 days · was $2.90m, now $2.60m



38 Balowrie St, Hamilton

4 bed · 3 bath · 405sqm

104 days · auction, now $2.58m



34 Hipwood Rd, Hamilton

4 bed · 2 bath · 433sqm

68 days · now offers from $2.90m

PRICED RIGHT FROM DAY ONE · SOLD FAST



11 days

17 Shakespeare St · sold $3.10m



24 days

6 Wordsworth St · sold $1.90m



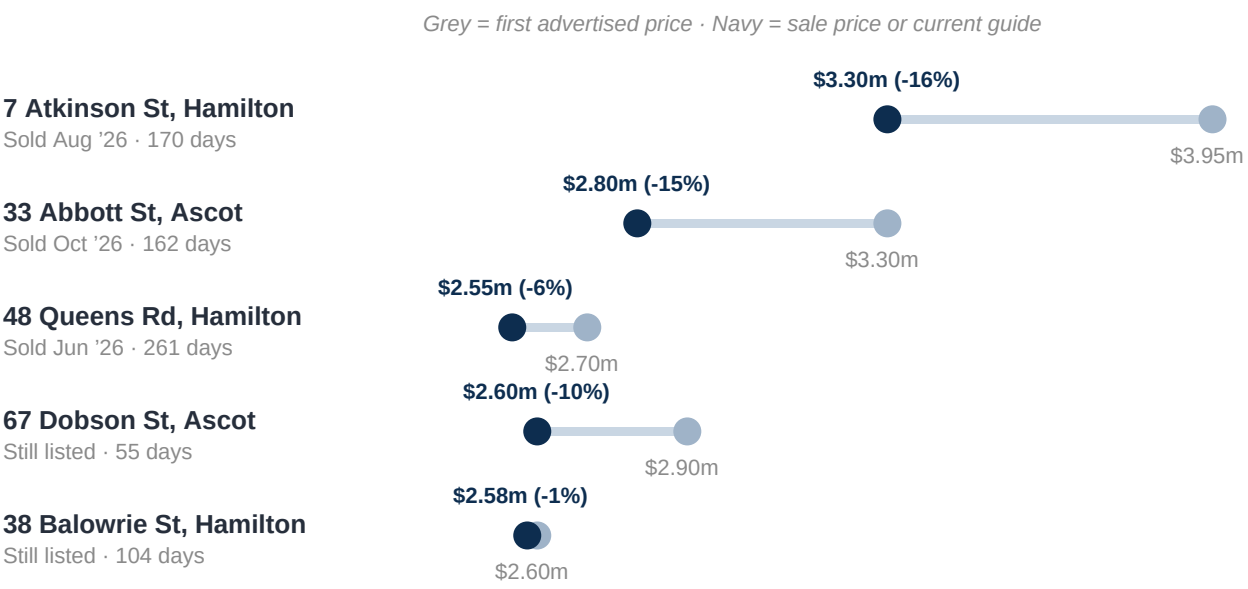
28 days

68 Princess St · sold $2.17m

Listing photos from Stash Property. Days on market as at 28 Oct 2026.

What recent campaigns tell us

Homes that started above the market sold 6–17% below their opening price, after five to nine months on the market.



Time is a cost too: 86 Brisbane St, a new 2023 build, took 235 days to sell, and 40 Bulimba St took 152.

By contrast: homes priced to the market at launch

11 days
17 Shakespeare St
Sold $3.10m

24 days
6 Wordsworth St
Sold $1.90m

28 days
68 Princess St
Sold $2.17m

The pattern is consistent. A home priced in line with the market sells within a month. A home that starts high usually sells for less in the end, and takes months longer.

Where your price sits

Your guide is above every comparable sale except two larger, newer 5-bed homes, and above most competing listings.

$2.58m

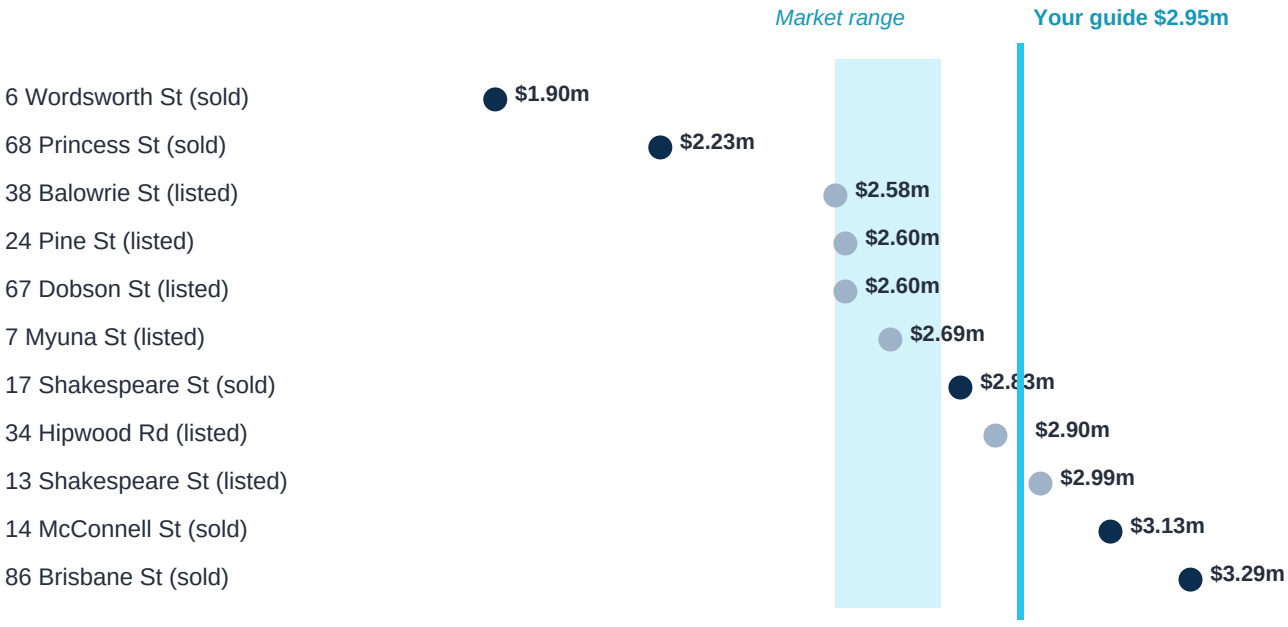
Bottom of the market range

$2.79m

Top of the market range

$2.95m

Your current guide (+6%)



Navy = recent sale, adjusted to your home's size, bathrooms and pool. Grey = competing asking price. Shaded = market range.

RESALE CHECK · 7 MYUNA ST, BALMORAL

4 bed, 403sqm, built 2012: the closest match to your home on the market. Sold for $2.61m in Aug 2025. Its offers deadline passed on 19 Oct without a sale, and it is now asking $2.69m, just 3% above its last sale.

+3%

in 14 months

Options from here

Reaching the largest group of active buyers

There are three ways forward, and the decision is yours. Your agent will talk you through how each option fits your timing and goals.

A · Hold the guide

Likely to run past 60 days, like the listings on page 4. Buyers start to ask why it hasn't sold, and the final price tends to come in lower.

B · Align to the market

Offers over $2.58m. Opens your home to buyers searching up to $2.75m, re-alerts portal watchers, and gives past inspectors a reason to return.

C · Set a date

Guide of $2.58m–$2.79m with a best-offers deadline 14–21 days out. Creates urgency while your reserve stays protected.

Next steps



This week

Once you've chosen a direction, we can refresh the campaign within 48 hours and have it in front of every active buyer this weekend.

- **Agree the refreshed guide and offers date**
- **New lead photo (twilight, pool) and portal relaunch**
- **Call every buyer who has enquired so far**
- **Weekly update on enquiries, inspections and feedback**

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